



**International expert consultation on
Geographical Indications (GIs)
for coffee and cocoa sectors in Cameroon**



**Report of a Workshop held in Yaoundé, Cameroon
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1 Introduction

1.1 Background and objective

The context of international commodity trade, particularly coffee and cocoa, is currently characterized by an increased global competition on the major export markets and high price volatility. The intensification of this competition as regards both the prices and quality of products requires agricultural producers to target greater product differentiation in order to stand out from competitors, to position themselves on more profitable market segments and to safeguard market outlets. Alongside global commodity supply chains representing a significant economic weight, there are also very specific local products which have a good reputation and are capable of finding more profitable or more stable markets, thereby improving income in disadvantaged areas.

Faced with this situation, geographical indications (GIs) provide a possible product differentiation solution, a way of enhancing the value and protecting the names of agricultural products and foodstuffs. In addition, over and above purely product marketing and value enhancement aspects, they make it possible to trigger a dynamic of local development based on a local product approach. Linked to the complex question of intellectual property rights, until a few years back the GI approach has been mainly adopted in the European Union. More recently, producers in various developing countries have shown a great interest in GIs. In this context, in the area of coffee and cocoa, many interesting experiences in developing countries underline the opportunities offered by the GI approach but also significant challenges when it comes to the set-up and the implementation phases.

It is in this context that the National Coffee Cocoa Board from Cameroon (NCCB) has asked the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) and the Organization for an International Geographical Indications Network (OriGIN) to co-organize an expert consultation in Yaoundé with the objective to better understand the relevance and feasibility of this approach in Cameroon in the coffee and cocoa sectors based on the experience of other countries from Africa, South America and the Caribbean involved in quality-origin based differentiation strategies in the coffee cocoa sectors.

1.2 Participants

The workshop brought together 34 participants and provided an opportunity to exchange views and experiences between key stakeholders from the coffee cocoa sector in Cameroon (both public and private sector) and other African countries (Kenya, Guinea, Côte d'Ivoire and Ghana) having in some cases initiated an approach to protect a geographical name or a quality based differentiated approach. CIRAD experts involved in various GI projects and with extensive knowledge of the coffee and cocoa sectors were invited to share their expertise and highlight the lessons to be learnt from relevant case studies in the Dominican Republic, Indonesia, La Réunion, Laos, Ecuador, Brazil, Sao Tomé and Vanuatu.

1.3 Programme

The main thematic areas covered during the three-day workshop included:

- an overview of the coffee and cocoa sectors in Cameroon with special emphasis on issues related to quality, marketing and traceability ;
- an introduction to the basic concepts related to GIs (economic and social impact, legal aspects, etc.) and the pre-conditions for setting-up GIs ;
- a selection of few case studies in the coffee and cocoa sector from various developing countries (identification of the specific quality of the product, delimitation of the geographical area, production and distribution system - strategies and role of public and private stakeholders, quality control, marketing strategy and marketing techniques, legal protection at national and international levels).

The plenary sessions were then followed by working groups to deepen the understanding of the various issues presented and identify the main elements of a possible GIs road map for Cameroon.

Finally, the workshop concluded with a presentation of the Technical Assistance programmes related to GIs currently available.

Please note that most of the presentations and working group reports are available on the CTA website via the following weblink: <http://tiny.cc/39dsy>

In summary, the workshop was structured in a way as to help all participants familiarise with the basic concept of GIs before engaging into more in-depth case studies and discussions on the relevance for the coffee and cocoa sectors in Cameroon. The next sections provide a summary of the key areas discussed and present the main elements of the action plan proposed during the working groups session.

2. Coffee and cocoa sector of Cameroon

2.1. Historical background

Up to the late 1980s, Cameroon's coffee and cocoa sectors were centralised and highly regulated by the government. The National Produce Marketing Board (NPMB)¹ controlled all aspects of trade, marketing, quality control and pricing from the farm to the export level. In order to maintain agricultural revenues and stabilise commodity prices, a number of internal support measures were adopted, notably in the form of guaranteed minimum prices paid to farmers for their crops, subsidised fertilizers, and the provision of extension services.

However, the global economic crisis of the 1980s and the severe decline of primary commodity prices marked the beginning of significant sector reforms. Against this background and with the aim to reduce costs, improve market efficiency, and promote the role of the private sector, economy-wide structural adjustment measures were introduced in the early 1990s.

Despite the perception of a more efficient liberalised agricultural sector, the removal of government support measures as well as the dissolution of the NPMB first resulted in a decline in quality and quantity due to the disorganisation of the sector and the significant increase in the number of private actors along the supply chain.

The government shortly after created the National Cocoa and Coffee Board (NCCB)² and the Interprofessional Coffee and Cocoa Board (CICC) in order to restructure the coffee and cocoa sectors. CICC operates under the supervision and monitoring of NCCB which plays as a domestic regulating agency a critical role in terms of managing the development of the coffee and cocoa sectors.

Since, the NCCB has been mainly responsible for the monitoring of statistics, the supervision of quality control through the main quality control organisations (AGROGIC, La Griffe du Littoral, ACE, SGS, UCC, HYDRAC, CERTISPEC) as well as for the certification of processing and storage facilities, but with less direct influence on the production and marketing side than possessed by the NPMB prior to liberalisation.

The CICC is comprised of a number of professional organisations from the agriculture, trade, industry and services sectors. CICC's mission is to act as a consultative and liaison body on matters related to development, financing, marketing activities, and taxation. Among its main

¹ *Office National de Commercialisation des Produits de Base (ONCPB)*

² *Office National Café Cacao du Cameroun (ONCC)*

activities is the provision of technical assistance, promotion and monitoring the compliance of industry stakeholders with rules and regulations, the sanctioning of non-compliance, the communication of business ethics, provision of information materials, the registration of export sales contracts, and the management of the organisations mutual fund insurance and reinsurance system. Further activities include the promotion of domestic marketing efforts through the establishment of local marketing committees, professional training of sector stakeholders (producers, buyers, and roasters), the organisation of study visits to promote information exchange between the different sector stakeholders, and to encourage their participation in fairs at both national and international level. Since its creation in 1991, the statutes of the CICC have been adapted several times as to strengthen its presence and capacities for marketing assistance, product quality of products and mechanisms to facilitate traceability.

The removal of government support measures and the opening up to free market forces has triggered an unprecedented exposure of producers to volatile world market prices and increased competition through the emergence of other competitive developing country exporters (e.g. Malaysia, Indonesia, Vietnam).

Severe price declines in the mid-1980s, the 'coffee price crisis' of 2001, as well as higher input prices, forced many farmers to diversify production and substitute cocoa and coffee for more economically viable food crops. The current situation of both sectors will be presented next.

2.2. Coffee Sector Profile

Cameroon is the fifth-biggest African exporter of coffee and the twentieth largest producer in the world. Coffee is a traditional export product of Cameroon, mainly exported to Europe. In 2009/10, total coffee production amounted to about 45,000 metric tonnes (90% Robusta, 10% Arabica) with total green coffee bean exports of about 35,000 metric tonnes.³ With a total coffee export value of US\$ 70 Mio. in 2007, coffee constitutes the country's fifth largest foreign exchange earner after cocoa beans, bananas, cotton lint and rubber.⁴

With its volcanic soils, favourable climatic conditions, and abundant labour supply, Cameroon disposes of advantageous conditions for coffee production. Cameroon grows two types of coffee, Arabica and Robusta, which generally act as shade trees for food crops in mixed farming systems. Arabica coffee is grown mainly in the high altitudes (around 1,500 m

³ ICO data

⁴ FAOSTAT (2007) <http://faostat.fao.org/site/342/default.aspx>

above sea level) of the West and North–West Provinces, on approximately 168,000 farms of between 1.0 and 1.2 hectares (ha). Productivity of Arabica coffee ranges from 200 to 900 kg/ha. Mounjo (Little Province) is the main producing area of Robusta coffee and represents about 75% of the total national production. Robusta coffee is grown on around 190,000 plantations of between 1.0 and 3.0 ha size (Ministry of Agriculture, 2003), with a few exceptions of 20 ha farms in Eastern Province. Average productivity of Robusta coffee ranges from 300 to 1000 kg/ha.

Coffee cultivation is labour intensive. The ripe cherries are hand-picked, mostly dry-processed and wet-processed only to a smaller extent. With about 1 million people directly and indirectly involved in the sector, coffee constitutes a significant source of income and contributes significantly to rural development.

Despite a slight recovery of coffee production up to a promising total production of about 90,000 metric tonnes in 2001/2002, production and quality in Cameroon have seen a marked decline in recent years. The decline has been most significant for Arabica coffee production, which dropped from 20,000 metric tonnes in the early 1990s to below 4,000 metric tonnes in 2009.⁵

Coffee is internationally traded on the basis of futures contracts via the London and New York stock exchange. Prices are sensitive to demand and supply fluctuations, mostly influenced by yield size, weather forecasts, domestic and international trade policies, political events, and increasingly through the speculative behaviour induced by hedge funds.

In September 1994, the Robusta coffee price reached a historical peak of 180 US cents/lb, as a consequence to frost damage in Brazil, the largest Robusta coffee producer in the world. This was followed by a period of declining prices and a 30-year low of 17.37 US cents/lb was reached in November 2001. Since, Robusta coffee prices have recovered and currently trade at about 70 US cents/lb. Arabica coffee price fluctuations have followed a very similar trend, though generally trade at a premium of + 20 – 30%.

2.3. Cocoa Sector Profile

Cameroon is the world's fifth largest producer of cocoa, after Ivory Coast, Ghana, Indonesia, and Nigeria. In 2008/2009, the four African countries - Cameroon, Ghana, Ivory Coast, and

⁵ All ACP Agricultural Commodities Programme

Nigeria- together produced about 70% of the world's cocoa.⁶ Cameroon's 2009/2010 harvest saw a total production of 197,000 tonnes of cocoa⁷.

The major cocoa producing areas of Cameroon are located in the South-western (50% of total production), Centre (35%), South (10%), and Eastern regions (5%). Kumba in the Southwest region is known as the largest cocoa-trading centre in the Central African Region.

More than 1.6 million smallholders of average 1 ha size grow cocoa in a mixed farming system along other food crops. About a total of 400,000 ha are dedicated to cocoa production with an average yield of 375 kg/ha.⁸ Tasks of farmers include the application of pesticide, harvesting⁹, pod breaking, field transport, fermentation, and drying of cocoa beans.

Some of the production processed locally, but about 90% of cocoa is exported to Europe and especially The Netherlands, where it supplies both chocolate manufacturers and the confectionary industry. The three largest multinational purchasers of Cameroon cocoa are Archer Daniels Midland (ADM), Cargill, and Barry Callebaut. CAMACO (Cameroon Marketing Company), Olam - Usicam, SIC Cacaos SA, Telcar Cocoa Ltd. and SOCACAO are the largest local processing and exporting companies.

A majority of local companies are now subsidiaries of the largest multinational companies in world cocoa trade. As per 31 August 2006, Barry Callebaut possessed 99.95% ownership of SIC Cacaos, the country's processor. ADM - together with Singapore-based cocoa bean supplier Olam has acquired Usicam, one of the largest plants for cocoa drying, cleaning, warehousing and other related activities in Cameroon.¹⁰

Four intermediary products may be derived from cocoa beans: cocoa liquor, cocoa butter, cocoa cake, and cocoa powder. Cocoa powder for instance is used as a flavour in the confectionary and beverage industry. Cocoa butter on the other hand, is mainly used in the manufacture of chocolate but also to some extent for soap and cosmetics.

Since the international financial crisis depressed the global commodity sector in autumn 2008, cocoa prices have surged and reached a 30-year high of 3510 US\$/tonne in

⁶ ICCO Quarterly Bulletin of Cocoa Statistics, Vol. XXXVI, No. 2, Cocoa year 2009/2010
<http://www.icco.org/Attachment.aspx?Id=pud69031>

⁷ International Business Times Press Report: Cameroon cocoa output falls short of target
<http://www.ibtimes.com/articles/44120/20100820/cameroon-cocoa-output-falls-short-of-target.htm>

⁸,Ibid, p. 16

⁹ Main crop: November – January; Mid-year crop: April – June

¹⁰ UNCTAD (2008) COCOA STUDY: Industry Structures and Competition, p.19

December 2009, more than double the price received in 2005. The root causes of this peak include the combined effects of a weak dollar, strong demand from chocolate manufacturers over concerns of short supply, and speculative interest of hedge funds.

Farmers and traders on the ground have confirmed that historically high prices were also felt at the farm gate. In July 2010, cocoa was sold in the southwest region at 1530 - 1600 CFA franc/kg (about 3 US\$/kg).¹¹ Some farmers maximized their profits even further by temporary stockpiling, only releasing a small proportion of their stock on the market. For the current season 2010-2011 launched on 18 August 2010, production is expected to rise to about 200,000 – 205,000 tonnes.

As promising as this may sound, price volatility remains a serious issue and history tells us that prices can equally move strongly in the opposite direction. Only 10 years ago, in November 2000, cocoa prices in New York were at a historic low of 714 US\$/tonne.

In a context of declining quality, volumes produced, ageing plantations, and difficult access to markets from remote landlocked areas, policy makers, researchers, and private sector actors need to actively seek strategies that will promote the revival of Cameroon's coffee and cocoa sub-sectors.

2.4 Marketing, product quality, and traceability

Despite the efforts and capacities of the CICC and the NCCB directed towards marketing, product quality, and traceability, producers on the ground continue to face a number of problems. Maintenance and improvements in product quality are restricted by the lack of financial means available to small scale producers, big differences in the functioning of professional organisations, the lack of knowledge about norms and regulations, the ageing of plantations, the low availability of plant materials, and trust issues amongst producers and between producers and their respective professional organisation. Marketing efforts do not seem to be yet reflected in farmer incomes, let alone a more balanced distribution of the value added. There seems to be a need of better organisation and improved coordination of marketing efforts. At the moment, products can be traced down to the level of the professional organisation. Although current legislation prescribes that each lot circulated should possess a data sheet, with information on the origin of the product and the production methods applied, this should be extended to include information on product quality, the name of the seller and the buyer, and any other product specific characteristics, country and/or production zone. Nevertheless, the reality is such that the existing data sheets

¹¹ CME Market Press Report, 14 August 2010.

designed by the NCCB for cocoa, Arabica and Robusta coffee are often used and completed inappropriately due to a lack of know-how amongst the main actors along the supply chain. Putting in place GIs for Cameroon will require addressing all these issues in order to reinforce the institutional context, including a review and introduction of legislation to promote sound and efficient marketing, product quality, and traceability.

3. Potential of Geographical Indications (GIs)

3.1 Main conditions for setting-up GIs¹²

A number of important preconditions at various levels have to be met in order for GI approach to be successful.

3.1.1 Product specificity

The first condition is the distinctiveness of the product. A product can only be protected under a geographical indication if ‘a given quality, reputation or other characteristic ... essentially attributable to its geographical origin’¹³ can be identified. These specific characteristics can be organoleptic (e.g., colour, taste, or smell), technological (e.g., methods for manufacturing and obtaining a particular product), related to appearance (e.g., size, shape or colour). They must in all cases confer a distinctiveness that can be recognised by knowledgeable and expert persons (such as producers, consumers, traders and manufacturers). These specific quality characteristics must not contradict obligatory generic quality characteristics, such as hygiene standards. They need to be attached to a ‘*terroir*’ or defined area, and can involve a particular technique or skill. The characteristics also need to be constant over time. As a way of example, the European law defines two intellectual property instruments, according to the link between the product with its geographical area: with a strong link (all the steps of production, processing and preparation taking place in the given geographic area), the name used to identify the product can become a protected designation of origin (PDO); with a less strong link (at least one phase taking place in the given geographic area), the name can benefit from a protected geographical indication (PGI)¹⁴.

Assessing the distinctiveness of the product can prove to be a difficult step, particularly in terms of:

¹² The following section is based on the presentations made by CIRAD, OriGIn and AIPO, completed by extracts from the report of the CTA workshop on GIs held in Montpellier in March 2009, and extracts from the CTA-OriGIn compilation of modules prepared for the GI electronic forum.

¹³ As set out in article 22.1 of the TRIPS agreement.

¹⁴ See art. 2.1 of Regulation 510/2006.

- specifying the production zone;
- identifying distinguishing characteristics of the product in relation to similar products in the country or in other countries (known as 'characterisation');
- identifying criteria on which objective control systems can be based (and hence cannot be challenged by consumers and sellers).

Clarity on these points is essential in order to avoid confusing the consumer, to define the communications strategy and to combat fraudulent use.

It is also necessary to identify the key stages in the product's production process, or the production method that gives the product its distinctive characteristics. These aspects vary enormously between products.

For coffee and cocoa products, for example, key elements might include reaching the right level of maturity of coffee cherries and cocoa pods, the duration of post-harvest fermentation, primary processing methods (e.g. semi washed, fully washed coffee) limiting the size of the crop, the period for harvesting or storage conditions before processing.

The specific characteristics of the product, the delimitation of the product zone and the critical stages of its production are set out in a document with the product specifications ('cahier des charges'). This document plays a key role. It is effectively the substance of the contract of trust between all the producers, between the producers and the consumers, and between the producers and the authorities. It must set standards, must be collectively defined and capable of forming a basis for control systems. It therefore needs to be made up of verifiable criteria and is strategic for marketing.

It must be emphasised that there is not a precise set of specifications required for GIs, contrary to the situation for other specific quality marks such as 'fair trade', 'organic farming', 'Rainforest alliance' and 'Bird friendly'. A GI must guarantee the link to the place, but the methods for obtaining a product or its production methods can vary enormously from one GI to another.

GI, DO, PGI, PDO, AOC: which is which?

The first concept to appear was that of designation of origin (DO). This means a strong link to a place. This was the concept used in the Lisbon Agreement, as in the 1966 French definition of AOCs, 'appellations d'origine contrôlée' (or controlled designation of origin), and the EU's definition of PDOs (Protected Designation of Origin, regulation no. 510/2006): **'the quality or characteristics ... are essentially or exclusively** due to a particular geographical environment with its inherent natural and human factors, and the production, processing **and** preparation of which take place in the defined geographical area.' AOC is the French name for a PDO, but the term AOC is due to disappear. The concept of geographical indication indicates that there is not such a close link with the place, as in the TRIPS agreement definition, or in the EU's definition of PGIs. An example of this might be that not all the ingredients of a final product have necessarily to come from the defined zone. In summary, the term 'GI' brings together a range of terms designating origin. These can be basic (such as AO), registered or controlled (as in the French AOC term) or protected (as in the European PDO term), and geographical indications can be 'protected' (as in the European PGI term).

3.1.2 Structuring the value chain

A second condition is represented by the need of a collective approach, hence the key role of producers' organizations in setting-up a GI:

- The GI must have the support and commitment of a majority of the producers in the zone and of the product.
- There needs to be a group discussion and reflection on the quality which will result in the writing up of the product specifications document.
- Organising the production chain is crucial and cannot be done from the outside. The producers themselves need to be committed to this and to the way they have chosen to do it.
- In this respect, a professional organisation or group that can ensure information, training, support and control is essential. This group will also be in charge of protecting and publicly promoting the GI, and can act as an intermediary with the public authorities. The group is in charge of the product specifications document as defined in association with the producers and the stakeholders throughout the production chain.

Establishing a GI is therefore first and foremost a process around the training in quality management and in the organisation of the production chain.

The presentations on the NCCB and the CICC highlighted the crucial role of these institutions in this regard, and suggested the potential they might play for the introduction of GIs.

Currently, it appears that it is too often the public authorities rather than the producers that are behind GI initiatives: so far there is little awareness among producers of the protection afforded by GIs. Many experts consider that the state should only play a facilitating role, and

that the producers' organisation should be the driving force behind a GI initiative. Attention needs to be paid during the different stages of the application process to the need to properly assess the respective roles of the state, of existing producer organisations and of new organisations or groups set up especially for the GI initiative

Basic components of the 'code of practices' ('cahier des charges')

- Description of the product
- Ingredients and primary commodities (compulsory, excluded...)
- Definition of the production process: throughout all stages (until final packaging).
- Demonstration origin-specific quality aspects: the link between specific product quality and the resources of the geographic region (natural and human)
- Definition of the production zone: differentiation between the production zone, processing and packaging zones
- Product name(s) and packaging rules: list of names of GI products
- Control system and specification of the organisation(s) in charge of certification and sanctioning

3.1.3 Commercialisation and marketing

GIs in fact appeared in Europe a century ago to protect the names of products that already had a high reputation (wines such as Champagne or Bordeaux). It should also be emphasised that the fact of having GI protection is not in itself a promotional initiative. By way of example, coffee from Colombia, which has been recently recognised as a GI by the EU, is one of the most prominent examples of marketing strategies in this context.

Beyond raising consumer awareness, it is also very important to raise awareness among the various players in the market, assuring them of the GI's reliability. This is for sure another challenge for producers interested in the GI scheme.

The target markets are often international markets, more profitable and with more potential growth, but these require a heavy investment in quality, in awareness and in marketing. This puts significant premiums on the products and the investment is only worthwhile if the volumes involved are relatively high and the market not too small.

Given these constraints vis-à-vis international markets, the GI approach can still be relevant for local and regional markets. Knowledge of local products by consumers reduces the need for promotion. The approach can then be applicable to low production levels. However the capacity to pay for more expensive products on these markets is limited. The available room for manoeuvre should be studied so that the 'code of practices' can address the

expectations of these markets and the means of control (and hence their cost), while giving guarantees of quality to the consumer.

The flexibility and progressiveness that can be included at the stage of defining a GI allow in principle for distinctiveness and quality to be established, taking into account moving from the demands of local markets to regional and then international markets.

3.1.4 Control and certification

A GI gives a guarantee not just of the origin of a product, but also that it meets the required characteristics. This can be guaranteed by the producer himself (self-control /evaluation), the producer organisation (incl. organoleptic test by trained individuals or organoleptic tests by independent laboratories), under the supervision of an accredited public body (as was the case for AOCs in France up to the reform in 2006), and/or by registered certification bodies. Annex VI of the Bangui Agreement that was revised in 1999 by OAPI, which applies legislation on GIs on behalf of its member states, refers the issue of control back to measures at member state level.

The EU has taken the route of requiring control and certification to be carried out by 'a competent [public] authority' or accredited certification body. These measures are also applicable for GIs in third countries that are recognised by the EU.

The GI certification method can prove difficult and demanding if it depends on numerous indicators and specifications documents that are complex and difficult to evaluate. Furthermore, the control and audit executed by an independent certification body presupposes that:

- the group of producers has the financial means to do so ;
- the group of producers has the capacity to select a competent and accredited certifier ;
- the members of the group accept the external control measures (access to sites, documents, product samples, etc.) ;
- there is a legal framework in place that allows the imposition of sanctions in case of fraud.

It is essential that the audit report is delivered without delay and in a timely manner. The report should cover all aspects that were part of the audit, any potential non conformities observed, as well as the auditors recommendations.

The issue of responsibility for the associated control costs also raises the issue of sharing the added value across the whole production chain. In developing countries, the extra cost is generally seen being carried by the producers, with limited extra cost to the consumer at the end. This *de facto* sets a limit on the economic benefits for the producers, as the advantage of the GI then lies more in the securing of the market.

It is essential therefore that financial assessment is carried out transparently so that the added value of the GI can be measured against the costs of certification (if the aim is to significantly raise producers' incomes). ECOCERT estimates the costs of certification at about 0.6 % to 0.8 % of total turnover in most cases.

Another problem lies in whether there are any locally established organisations that are capable of certifying such labels.

The fact remains that it is important to distinguish between the situation of a GI recognised by the EU, which has to be controlled by an accredited certification body, and that of an ACP GI under national or regional authority which just has to comply with national legislature that does not yet exist.

3.1.5 Institutional and legal framework

GIs need official recognition and therefore require an appropriate institutional and legal framework.

At **international level**, the first treaty administered by WIPO was the Paris Convention, signed in 1883. In 1958, the Lisbon Agreement was signed, dealing with the protection of designations of origin and their international registration. At WTO level, GIs are regulated under articles 22 to 24 of the TRIPS agreement (see box). The WTO regulation on GIs is considered insufficient, as wines and spirits are the only products given a significant level of protection.

Protection of GIs as set out in the WTO TRIPS Agreement

Article 22, which defines a **standard level of protection**, applies to all products. This says that geographical indications have to be protected in order to avoid misleading the public and to prevent unfair competition.

Article 23 provides a **higher or enhanced level of protection** for geographical indications for **wines and spirits**: subject to a number of exceptions, they have to be protected even if misuse would not cause the public to be misled. This level of increased protection means that the use of designations such as 'Gold Colombia Style coffee' can be contested.

Exceptions (article 24): in some cases, geographical indications do not have to be protected or the protection can be limited. Among the exceptions that the agreement allows are: when a name has become the common (or 'generic') term, and when a term has already been registered as a trademark. Two issues are debated under the Doha mandate, both related in different ways to the higher (article 23) level of protection: creating a **multilateral register for wine and spirits**; and **extending the higher (article 23) level of protection** to products other than wine and spirits as well as to disclose and include the origin of the genetic material of these products. Both are as contentious as any other subject on the Doha agenda.

Although the two issues are discussed separately, some delegations see a relation between them. In July 2008, a group of WTO members called for a 'procedural decision' to negotiate three intellectual property issues in parallel: two geographical indications issues, and a proposal to require patent applicants to disclose the origin of genetic resources or traditional knowledge used in their inventions. But members remain divided over this idea, opponents arguing particularly that the only mandate is to negotiate the multilateral register

http://www.wto.org/english/tratop_e/trip_s_e/gi_background_e.htm

In the **EU**, GIs have been legally recognised since 1992 under council regulation no. 081/92 on the protection of GIs and designations of origin for agricultural products and foodstuffs (replaced in 2006 by council regulation no. 510/2006)¹⁵. In order to benefit from a protection designation of origin (PDO) or a protected geographical indication (PGI) a product must be the object of a registration to the European Commission. The request should contain a code of conduct¹⁶ gathering at least the following information: the name of the agricultural product, the designation of the product, the delimitation of the geographical area, the facts testifying that the product comes from the geographical area indicated, the method of achievement of the agricultural product, the links between the quality of a product and its geographical environment¹⁷. The *sui generis* system furthermore protects against the direct commercial

¹⁵ Regulation available on, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:093:0012:0025:fr:PDF>

¹⁶ It is to be noted that a collective body can request an amendment of the code of conduct in particular to take into account the progresses of scientific and technical knowledge or to revise the delimitation of the geographical area.

¹⁷ Articles 4 et 5 of regulation 510/2006, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:093:0012:0025:fr:PDF>

use of a GI (word for word use). It also prevents the indirect commercial use of the latter in the case where: the fake indication of origin is used with a mention reinstituting the true geographical indication expected (e.g. if expressions such as « type », « kind », « style », « fashioning », « imitation », « evocation » are used), even if the fake indication makes a reference to the true geographical origin expected.

In **West and Central Africa**, the African Intellectual Property Organisation (AIPO) was set up in 1962, bringing together 16 mainly francophone states. In 1977, a protection regime for GIs was adopted within the framework of the Bangui Agreement on intellectual property. The Bangui Agreement was revised in 1999 to bring it into line with the WTO TRIPS agreements, with annex VI of the agreement covering GIs. There has been no request since that date for the registration of an African GI.

This sub-regional legal and regulatory framework enables products of designated origin to be officially recognised with immediate effect across all the member states. However the member states themselves still need to define a number of administrative and regulatory provisions, including procedures for receiving and assessing requests for GIs at state level before then being transferred to OAPI for registration; the composition and functioning of national GI committees; control systems; etc. Furthermore, there can be no international protection if there is no national protection.

Institutional aspects play a vital role in the emergence and promotion of GIs at several levels:

- public policies that are proactive and support the promotion of GIs (e.g., the proactive policy of the EU), including via financial support for the setting up of a GI mechanism;
- functioning institutions capable of supporting the players in production chains (including producer organisations) to plan and carry out the setting up of GIs;
- support for the local authority.

These conditions are rarely met in their entirety in the ACP countries at present. On the other hand, policies are seen being developed in large developing countries (such as China, India, Indonesia and Vietnam), emerging countries such as Brazil.

**GIs, independent trademarks, collective marks and independent labels:
different tools for different aims and situations**

- **Trademarks** are distinctive signs, used to differentiate between identical or similar goods or services offered by different producers or service providers (source: WIPO). They are the property of an organisation or business that can sell them on. They allow control over their use in communications and flexibility in production methods. They are easy for the consumer to identify. They therefore affect private investors.

- **Collective marks** can be either 'basic' or 'certification' marks. Basic marks are usually defined as signs which distinguish the geographical origin, material, and mode of manufacture or other common characteristics of goods or services of different enterprises using the collective mark. The owner may be either an association of which those enterprises are members or any other entity, including a public institution or a cooperative. (Source: WIPO)

- **Certification marks** are usually given for compliance with defined standards, but are not confined to any membership. They may be used by anyone who can certify that the products involved meet certain established standards. In many countries, the main difference between collective marks and certification marks is that the former may only be used by a specific group of enterprises, e.g., members of an association, while certification marks may be used by anyone who complies with the standards defined by the owner of the certification mark. (Source: Origin/WIPO)

- **The geographical indication** is a sign used on goods that have a specific geographical origin and possess qualities or a reputation that are due to that place of origin. A GI can be used by all producers who make their products in the place designated by the GI and whose products share the typical qualities (source: WIPO). The geographical indication can be protected by a collective mark – basic or certification – in countries that consider this level of protection sufficient (e.g., USA) or by specific legislation in countries that consider it necessary (EU, India, China, Indonesia, etc.). In the case of the latter, the GI is equivalent to a public good that cannot be sold or bought (collective property), with free entry for users. Unlike trademarks, therefore, it does not exclude users and is voluntary. GIs depend on official recognition (which if protected at national level is an advantage) which constitutes a guarantee for the consumer and allows for joint marketing campaigns. This can be set out in the specifications document as evolving. (N.B.: trademarks can exist within GIs, e.g., Champagne.)

- **Public labels** are often certification marks held by the state: this is the case for the French 'Red label' (indicating that the product is of superior quality) and the 'bio' label (a distinctive sign for products grown organically). For these labels, the specifications document is negotiated and certified by the state, and control of their use is carried out by an approved certification body.

- **Independent labels** allow for a marketing strategy to be developed but offer few guarantees, as they are often self-certified (carrying the risk of a lack of rigour when the specifications document and control system are developed). The proliferation of signs does run the risk of creating confusion in consumers' minds and suspicion or wider lack of interest for such labels. Fair trade standards are guaranteed by independent labels, the best known being the Fairtrade Labelling Organisation (FLO), and in some countries Max Havelaar.

Compatibility between Trademarks and GIs

- Products carrying private trademarks can carry a GI label if they are located in the designated GI zone and meet the standards of its specifications document. In such cases, privately owned trademarks can even strengthen the reputation of the GI.

- A collective mark can be a way of developing a specifications document and ensuring compliance, while building a product's reputation upon a famous name that belongs collectively to the producers

- Finally, the certification mark is the only way in some countries of protecting a geographical indication.

3.2 Selected case studies

A number of coffee and cocoa exporting countries have successfully managed to promote high – quality / origin – based products as well as GIs as a means to promote product diversification, supply niche markets, and generate premiums above conventional market prices. We provide here a brief summary of the experiences from selected case studies in the coffee and cocoa sectors: Colombia, Jamaica, Kenya, Guinea, Côte d'Ivoire, Ecuador, Vanuatu, and Ghana.

3.2.1 Coffee

The story of **Café de Colombia** is probably the most prominent example in the GI context. The Colombian approach consisted in the strategic choice to establish a broad denomination that covers large parts of the country, and therefore numerous coffee growing zones and large volumes sold at higher differentials compared to non-certified coffee. The success of Café de Colombia is a result of strict quality control, certification, and legal protection at the national and international level. In 2007, Café de Colombia even became the first non-European GI registered in the EU. Moreover, the establishment of the GI has had positive spill over effects on rural development, fair distribution of incomes, stability in production zones and on related industries. According to the Colombian Coffee Sector outlook, production between 2000 and 2008 averaged about 10 million bags, with a down year in 2009 of 7.9 million bags. This is largely the result of unfavourable weather conditions, lower application of fertilizers, and an increase in coffee leaf rust and coffee borer disease. Despite this recent decline in coffee production, experts expect production levels to recover in 2010.¹⁸

Jamaica Blue Mountain is another famous example of high quality origin – based coffee, with a production volume of about 1,500 tonnes in 2005-06. Jamaica Blue Mountain Coffee was essentially initiated by government efforts to revive the domestic coffee through improvements in quality and recognition. The commercial success is largely attributed to the organoleptic characteristics of the coffee induced by the geographic location and favourable natural conditions, consistent quality control at all levels of the supply chain, effective legal protection of the certification mark “Jamaica Blue Mountain coffee” at the local and international level, and strong marketing and branding efforts. All these aspects make Jamaica Blue Mountain Coffee one of the most expensive coffees worldwide, selling at

¹⁸ Genaro Muñoz, L. 2010. Colombian Coffee Sector Outlook. World Coffee Conference 2010. International Coffee Organization. February 27, 2010.

about 0.94 US cents/lb compared to 0.41 US cents/lb for non-origin specific Jamaican coffee.

The **Coffee of Kenya** is named after the Mountain of Kenya. It comes from the deep, rich soils of the mountain, which is the second highest summit in Africa (after Kilimanjaro). The first beans of coffee were cultivated here already in 1893. Most of the beans grow on the mountain slopes, at an altitude ranging from 1400 meters to 2100 meters, and the main growing regions are Mt. Kenya West, Kiambu, Kirinyaga, Muranga, Nyeri, Ruiru and Thika. These regions are furthermore agro – ecological zones which benefit from favourable soil and climatic conditions which are the key to the quality and the distinctive taste of Kenyan coffee¹⁹. Presently, the plantations cover some 170 000 ha, 75,5% of which belongs to cooperatives, and 24,5% constitutes estates.²⁰ The Coffee Board of Kenya (CBK) is the national organisation in charge of all coffee industry related aspects and has in recent years adopted measures to grow, diversify and ensure the production of higher value-added quality Kenyan coffee for the global market. The CBK also played a considerable role in the promotion and enforcement by the government of the “Trademarks Act of 1957” amended in 1994, as to also protect products containing a denomination of origin as a certification mark. This development in jurisdiction has furthermore proved beneficial for the recent development of a national coffee brand. With the registration of the certification trademark “Coffee Kenya” with the Kenyan Industrial Property Institute (KIPI) in March 2010, coffees that meet the quality criteria developed by the coffee industry in collaboration with the “Kenyan Bureau of Standards” are allowed to carry the distinct “Coffee Kenya” logo. In addition, an initiative that resulted in the adoption of a *sui generis* law on GIs was commenced in 2001. Following this development, a “Draft Bill for Registration and Protection of Geographical Indications” is being reviewed and discussed amongst the national authorities for possible future enactment.

In 2004, the coffee producers of the WOKO cooperative in **Guinea** started to market their distinct high quality Robusta coffee under the name of “**Café de Ziama**”, to pay tribute to the terroir of Mount Ziama and the associated agro – climatic conditions and small scale labour intensive production methods. The area is estimated at around 2000 ha, productivity at about 900 kg/ha, with approximately 1800 tonnes of marketable coffee produced per year. The local sales price received is about twice that of regular coffee, and the coffee is mainly purchased by large local hotels and by exporters for blending.

¹⁹ See “Coffee production”, available at http://www.coffeeboardkenya.org/index.php?option=com_content&view=article&id=64&Itemid=105

²⁰ See, “Coffee industry”, available at http://www.coffeeboardkenya.org/index.php?option=com_content&view=article&id=51&Itemid=102

In **Côte d'Ivoire**, even if there is no origin coffee as such, interesting initiatives are worth mentioning. For instance, a mapping exercise was undertaken which identified four homogenous coffee production zones (Abengourou, Aboisso, Divo, Man) on the basis of scientific genotype and soil analysis as well as taste profiles. Post-harvest quality control of the terroir coffee is presently administered by the National Agronomic Research Center (CRNA), and coffee cupping capacities are supported by CIRAD. Nevertheless, there is still room for improvement with regards to capacity building efforts and technical support targeted at farmers and farmer organisations, legal protection, and the elaboration of sound marketing strategies

3.2.2 Cocoa

Cocoa Arriba from Ecuador is probably the most prominent example of origin specific 'fine cocoa'. In 2006, fine cocoa from Ecuador represented more than 60% of total fine cocoa produced worldwide. At the time, global fine cocoa production was at 153,000 tonnes, i.e. about 5% of world cocoa²¹. The pre-existing reputation of Ecuador's quality cocoa furthermore helped in increasing its popularity amongst smaller European labels and chocolate manufacturers.²² Ecuador's long cocoa tradition is largely owed to ideal growing conditions across the Guayas River Valley and the fertile riverbanks of many of its arteries. The cocoa from "up" river – the English translation for Arriba – is characterised by a very short period of post-harvest fermentation, a floral aroma and smooth flavour, and enjoys a very high reputation amongst cocoa specialists. Today, Ecuador produces more than half of the 'fine cocoa' worldwide for which it receives a price premium of 20 to 30% above the New York Stock exchange. In 2000, the Ministry of Agriculture decided to preserve the characteristics of the variety by setting up rules in a Code of Practice and applying for the GI Cocoa Arriba as a denomination of origin (process ongoing). Other public sector institutions also started to support efforts in this direction.

Another interesting example is the **Vanuatu cocoa**. With average cocoa exports of about 1,000 tonnes p.a, Vanuatu constitutes only a marginal producer and exporter of cocoa. Nevertheless, after two decades of the cocoa marketing monopoly, the liberalisation of the sector enabled Vanuatu to sell its cocoa on the organic cocoa niche market at a price premium. The success is largely attributed to the cooperation of the French cocoa company

²¹ Solorzano, S. 2008. Commercial Opportunities and Marketing Potential. Ecuador, WCF, 22 May 2009.

²² European manufacturers that use Ecuador's cocoa: i.e. Vivani's Ecuadorian bittersweet chocolate, Feletti's 67% Ecuador Dark Chocolate, Lindt GI Chocolate bars (Ecuador, Cuba, Madagascar), Monoprix store GI brand chocolate bars (Ecuador, Santo Domingo)

For more information see Hughes, J. 2009. Coffee and chocolate – How can we help developing country farmers through geographical indications? IPI, Washington D.C.

KAOKA with the Vanuatu Organic Cocoa Growers Association (VOCGA), which is an umbrella marketing cooperative under which there are primary processing cooperatives that supply strictly organically certified dry cocoa beans. Vanuatu cocoa growers, with their traditional production methods and high quality standards are well placed to sell to secure niche markets at a premium price. The majority of additional investments, in terms of technical assistance, cocoa industry investments, and guidance to cooperatives are met by both public and private stakeholders involved. After four years of importing VOGCA certified organic cocoa, KAOKA is now sufficiently confident of the quality and supply consistency to launch a Vanuatu single origin chocolate.

Ghana's Cocoa Board (COCOBOD) also makes sincere efforts to encourage and motivate its farmers to enhance both quality and productivity of premium cocoa beans, through intensified farmers education and the promotion of good agricultural practices, national pest and disease control schemes to control blackpod and capsid, and raising the stakeholder's awareness about the international "code of practice" in cocoa quality control. An interesting project is the Ghana Fine Flavor Cocoa Project²³ which grew from the inspiration of John Scharffenberger (co-founder of Scharffen Berger Chocolate Maker) to unite the value of Ghana's world class quality control and traceability systems with superior genetic material to create a premium flavor cocoa for the world market. It is a collaboration between leading cocoa researchers, farmers, chocolate manufacturers and international aid organisations to provide superior cocoa varieties and training to Ghanaian small scale farmers to increase their incomes and expand their livelihood opportunities.

In **Côte d'Ivoire**, the cocoa sector has also initiated a differentiation strategy with the registration of the trademark "**Chocolat du planteur**" with the African Intellectual Property Organisation (AIPO) and the National Industrial Property Institute (INPI) of Côte d'Ivoire. The strict quality control system in place appears to be a key factor for success. Quality control takes place at all stages of the supply chain, on a bag to bag basis, ensuring that quality criteria are met prior to labelling, which facilitates trouble shooting, and allows for targeted sanctioning in case of fraud.

The examples presented and discussed show that successful product differentiation is largely the result of a pro-active cooperation of public and private sector stakeholders (Ministries of Agriculture, producer cooperatives, private sector companies) and often emerged at times when production volumes and product quality stagnated or even declined. Despite a number of constraints that need clarification and which will be discussed at a later

²³ <http://tiny.cc/caj8x>

stage, the case stories of the above mentioned primary commodity exporters in combination with the continued increasing consumer and industry demand for high – quality / origin based products may inspire Cameroon in developing its own approach towards GI for its coffee and cocoa sub-sectors.

4. Possible implications for Cameroon – draft elements of an action plan

4.1 Introduction

This section focuses on the possible implications of a GI approach for Cameroon by taking into account a number of key recommendations made by the participants of the workshop which should be considered as draft elements for a future action plan. Before going into detail, it appears relevant at this stage to highlight the general positive attitude expressed towards the introduction of high quality / origin – based products and GIs for the coffee and cocoa sub sectors of Cameroon as one of possible option to raise product quality, access more remunerative niche markets, and contribute to improved farm incomes and rural development..The approach is thus first one of quality rather than quantity. The strong demand for specialty coffee²⁴ as well as for fine and flavour cocoa, especially in the US and EU, further seem to advocate in favour of a diversification towards high quality products.

The workshop concluded with a number of valuable recommendations made by the different working groups based on a number of questions addressed, which need to be considered in a GI approach for Cameroon and a future action plan:

- What is the region specific origin of the product(s) and how are the terroir specific characteristics different from other regions and beneficial to the product and consumer perception?
- Which Cameroon coffee and cocoa products do you believe already possess a reputation / or have the potential to be of particular value at national and/or international level? What are the product specific characteristics (incl. bean size, nr. of defects, cup profile, social-economic context, agricultural practices, etc.) that make this a special product compared to others?

²⁴ Definition of specialty coffee, according to the Specialty Coffee Association of Europe (SCAE): “Speciality coffee is defined as a crafted quality coffee-based beverage, which is judged by the consumer (in a limited marketplace at a given time) to have a unique quality, a distinct taste and personality different from, and superior to, the common coffee beverages offered. The beverage is based on beans that have been grown in an accurately defined area, and which meet the highest standards for green coffee and for its roasting, storage and brewing.”

- Do farmers in particular regions adhere to and comply with certain production and processing standards? Are there any indications of good agricultural practices, environmental and social standards? How could farmers' organizations, cooperatives, primary processors, and sector experts cooperate to define a common code of practices?
- What are the necessary steps to make GI protection legally binding at national and international level? What are the responsible legal bodies?
- Which responsibilities should be attached to what stakeholder?
- How do you envision the marketing efforts necessary to promote the popularity of origin specific coffee and cocoa products at the domestic level and abroad?

4.2 Identification of specific coffee and cocoa products

It was felt that GIs would be most effective if applied to coffee and cocoa products which already enjoy a certain specificity and reputation.

4.2.1 Coffee

Cameroon is part of the African countries known to produce high quality Arabica coffee in its high altitude North and North-West Province. Highland Arabica coffee from the Boyo²⁵ region (Northwest province) for instance possesses very unique physical features and a distinctive cup profile. Some coffee experts argue that “longberry are the country’s version of a peaberry“, and that the beans only require a light to medium roast to release their full-bodied earthy, chocolate flavour profile, along with a well-rounded finish with hints of red berries.²⁶ Other potential Arabica coffees mentioned during the discussions included Mifi, Dschang, and Kumbo. Next to favourable soil and climatic conditions, the special taste of these coffees is largely owed to small-scale labour intensive production.

Recent government efforts to increase revenues, improve quality and flavour include the construction of one of five planned central processing units (CPUs) in the pilot phase of a World Bank project in the western coffee growing town of Satchu. The mechanical de-pulping and washing process already used in Rwanda, Kenya, and Ethiopia, is believed to improve taste and generate price premiums of 20 – 30% above conventionally processed coffee.²⁷

²⁵ See Cameroon Boyo Organic Arabica Coffee

<http://www.cameroonboyo.com/>

²⁶ Roast Magazine: Origin Profiles – Cameroon

<http://www.roastmagazine.com/origins/cameroon/navigating.html>

²⁷ Reuters (19 July, 2010): ‘Cameroon builds coffee processing to boost revenue’

Marketing of high-quality Arabica coffee may appear more evident to attain price premiums, as it enjoys a better reputation amongst specialists compared to Robusta coffee, due to its less distinct cup, high caffeine content, and its filler function for blends. Nevertheless, possible ways in which to promote single origin high-quality Robusta should not be neglected, given the larger share in total production. Three potential Robusta coffees are Café du Noun, Café du Moungo, and Café du Nyong.

4.2.2 Cocoa

Cocoa from Cameroon possesses diverse origin specific quality attributes, which similar to coffee, result from favourable weather conditions (hot and humid subequatorial climate), good soils, and smallholder intensive production methods. Experts in particular attach great value to the very unique future of red cocoa from Cameroon. It is worth noting that the production of dark cookies in the United States is made with a similar red cocoa type. Nkondjock and Nyon were identified as the country's most popular regions for quality cocoa, whereas so far cocoa from Mbam and Mount Cameroun despite its very peculiar aroma go largely unnoticed. Another interesting example raised during discussions is that of the French chocolate manufacturer "LE CRIOLLO"²⁸, based in Besançon which following a study visit organised by AFDI (Agriculteurs Français et Développement International) has initiated a cooperation with the National Confederation of Cocoa Producers of Cameroon (CONAPROCAM) in 2005. Already the year after, a 'code of practices' was developed with the support of IRAD and CIRAD, as well as the logo "qualité CONAPROCAM", which aims to improve the quality of cocoa beans by assisting producers in their pre- and post-harvest activities. Eventually, CONAPROCAM with the support of LE CRIOLLO became an accredited exporter and the first few tonnes of cocoa beans could be exported to France.

4.3 Geographic delimitation and product characterisation

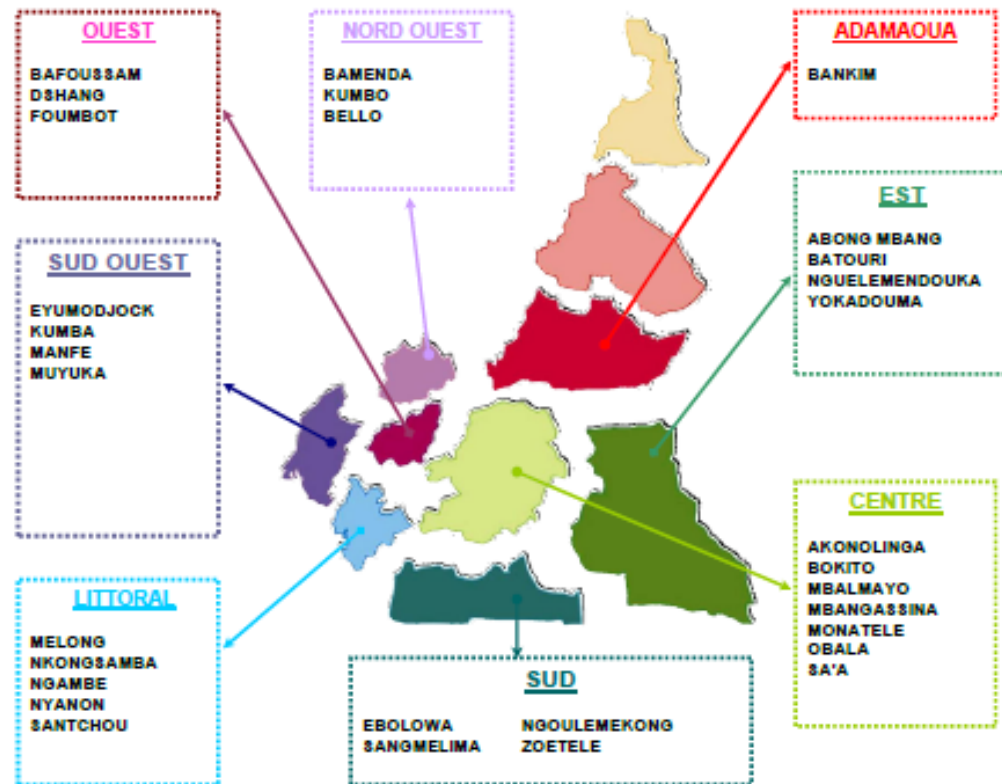
The participants of the workshop suggested the possibility to subdivide Cameroon into 8 major coffee and cocoa production zones (North West, West, South West, Littoral, South, Centre, East, Adamaoua). Despite encouraging efforts such as the Geographic Information System (SIG) currently under way by the CICC and existing soil characterisation studies undertaken by IRAD / MINRESI for certain regions, there still exists a need to refine the criteria of analysis, update the study results, and promote the reconciliation of various

<http://af.reuters.com/article/investingNews/idAFJOE66IOM520100719>

²⁸ For further info on the marketing of Cameroon cocoa by the French manufacturer LE CRIOLLO, please consult: <http://www.lecriollo.com/nos-valeurs.php>

databases. Furthermore, there is a lack of data on coffee and cocoa aroma and a physical lack of coffee experts and cuppers, a problem which is currently being addressed through trainings organised by AAFEX (Afrique Agro Export) and UCCAO.

Coffee and cocoa production zones identified for Cameroon



4.4 Stakeholders

The functioning of a GI approach for the coffee and cocoa sector of Cameroon does not solely depend on a clearly defined geographic delineation and the identification of worthwhile products as such, but will be determined to a large extent by the willingness and capacity of all relevant public and private stakeholders to agree on a common code of conduct, i.e. define the criteria of qualification and legal protection of the GI at the national and international through OAPI and WIPO. Compliance with the defined standards, transparency, accountability along the supply chain, in combination with sound marketing efforts are essential factors that will determine product credibility, reputation and last but not least the willingness of buyers and end consumers to pay price premiums.

It was suggested that producer organisations together with the CICC and the support of the respective ministries, would be most suited to carry the responsibility and mandate for leading the GI process. However, this will largely depend on the overall strategy be adopted

by Cameroon, notably whether to opt for a national GI approach (Colombian example) or for GIs related to a restricted territory. Efforts should furthermore be directed towards forming alliances and the support of processors, and manufacturers, in terms of know-how, the installation of uniform and standardized processing plants (e.g. CPUs, washing stations), etc. The NCCB is to maintain its role of monitoring product quality at the producer and cooperative level as well as with private laboratories (SGS, Unicontrol, Hydrac) and should take an active role in marketing and export promotion. IRAD with its extensive expertise in agricultural research on the other hand was proposed to assist in defining decision making tools.

At last, income distribution along the supply chains should be reconsidered, as this will eventually determine the bargaining power of producers in relation to buyers. Cooperative structures may also find it useful to redirect profits above a certain base level price into a common fund to support farming structures.

4.5 Quality control

As with coffee, the physical and sensory properties can only be insured and homogeneously maintained if stringent production and quality controls are applied, especially considering the sensitivity of cocoa beans to humidity and mould, and given the absence of appropriate storage facilities at the farm level. Cocoa that complies with specific product characteristics can then potentially enter high value-added niche markets such as the origin specific dark fine cocoa segment. Trade channels towards these niche markets are generally characterised by more direct contact and contracts between buyers and producers, less middlemen and a reduced loss of profit margins between the different actors involved. Compliance with the quality criteria as defined in the common code of conduct will largely depend on efforts of the NCCB, the cooperation with certified private laboratories, and the reinforcement of capacities for self-assessment at the farm and cooperative level. Furthermore, it is advisable to reinforce partnerships with international laboratories, not only to follow international trends in taste and aroma preferences of related industries and consumers, but to be up to date with internationally recognised industry quality standards.

4.6 Marketing

In the end, the success of the GI product will also depend on a proactive marketing strategy. Today, there is still a significant lack of market research on potential export markets (Germany, Italy, France, etc.) that needs to be overcome. Some participants felt that the increasing participation in national and international fairs, the international representation of

Cameroon coffee and cocoa could be better coordinated between the different national stakeholders and with international manufacturers.

5. Conclusion

The workshop highlighted the potentials and challenges of GIs for the coffee and cocoa sectors of Cameroon and facilitated a platform for both domestic private and public sector stakeholders as well as from other ACP countries. The participants took great interest in the GI approach as one of possible option to increase product quality, access niche markets, and generate higher price premiums for coffee and cocoa from Cameroon. It was however noted that GIs by themselves should not be seen as a magic solution that would address all the problems faced by the coffee and cocoa sector. In particular, quality issues in the coffee and cocoa chain in Cameroon will need to be addressed through a comprehensive set of measures of which origin-based strategies is only one avenue. Participants recognised that even in Europe, GIs are representing only a small part of the food quality products.

The discussion also highlighted the various challenges faced at the national level that need to be overcome, including the current lack of know-how on GIs, the lack of coordination and dialogue between the different stakeholders of the two sectors and inconsistencies in quality control. Against this background, it was highlighted that there is a strong need to reinforce the capacities at the micro-meso-macro stakeholder level, facilitate technical assistance and promote good agricultural farm practices that will result in better quality products, improve quality control mechanisms, and to promote sound marketing strategies as well as the monitoring of product quality. Nevertheless, as indicated previously the actions taken will largely depend on the strategic choice adopted, notably of whether to opt for a national GI or a number of GIs linked to specific territories. It was advised that legal protection be insured through AIPO and that protection on the main export markets will be vital.

While this 3 day workshop was key in raising awareness and better understanding the opportunities and challenges of a GI approach for the coffee and cocoa sector, public and private sector stakeholders in Cameroon will have to decide whether it is worth for them exploring further this option. One important step that would help to move the process forward would be for the government with the support from the NCCB to commission a feasibility study for a pilot project on GI coffee & cocoa that would review in more details some of the elements already indicated during the working groups. Last but not least, it is worth noting that while a GI approach could be seen in the context of Cameroon as a bit ambitious or even premature, the overall approach does not seem to exclude or enter into conflict with other types of approach that would improve quality and increase efficiency in the chain.

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Annex 1: Agenda



Organization for an International
Geographical Indications Network

International expert consultation on Geographical Indications (GIs) for coffee and cocoa sectors in Cameroon

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Yaoundé, 28-30 September 2010

Hotel Mont Febe

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Programme

Tuesday 28 September

9.00 – 11.00 Registration of participants

11.00 – 12.00 **Opening ceremony**

- Representative National Coffee Cocoa Board (NCCB), Cameroon
- Point Focal Cameroon
- Representative CTA, The Netherlands
- Representative OriGIn, Switzerland

	<ul style="list-style-type: none"> - Representative African Intellectual Property Organisation (AIPOI), Cameroon - Welcome statement, Representative Ministry of Trade, Cameroon
12.00-12.30	Opening Cocktail NCCB
12.30-14.00	Lunch
14.00-14.15	Presentation of the programme and participants <ul style="list-style-type: none"> - M. Vincent Fautrel, CTA
14.15–15.45	Panel I - Coffee and cocoa sectors in Cameroon: quality, commercialization and traceability <ul style="list-style-type: none"> - Representative, Ministry of Trade - Representative, NCCB - Representative, Cocoa and Coffee Interprofessional Board (CCIB) - Representative, Central Federation of West Agricultural Unions (UCCAO)
15.45 – 16.15	Discussion
16.15 – 16.30	Coffee/Tea break
16.30 – 17.30	Panel II - Introduction to key concepts related to GIs <ul style="list-style-type: none"> - GIs as a tool for sustainable development: examples in Africa and other developing countries, M. Didier Chabrol, AIPO/CIRAD, France - Legal protection of GIs, M. Massimo Vittori, OriGIn, Switzerland - Legal framework in Africa, M. Cécé Kpohomou, AIPO
17.30 – 18.00	Discussion

Wednesday 29 September

09.00 – 09.15	Presentation of the objectives of the day and of the panels <ul style="list-style-type: none"> - M. Massimo Vittori, oriGIn
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List of speakers in panels III to VI : Jose Londono (Federación Nacional de Cafeteros, Colombia), Amoua Assouan (Global Sustainable Development Associates, Côte d'Ivoire), Sidibé Daouda (Ministry of Agriculture, Côte d'Ivoire), José Venegas (Anecacao y

Presidente de Ecocafe S.A, Ecuador), Gilles Roche (freelance, France), Philippe Bastide (CIRAD, France), Kweku Abaka-Ewusi (Ghana Cocoa Board, Ghana), Sidiki Camara (Coopérative café Zياما, Guinea), Antoinette Haba Sanoussi (Ministry of Agriculture and Livestock), Kerri-Gaye Campbell-Rushton (Coffee Industry Board, Jamaica), Simon Ndaba Mwangi (Coffee Board, Kenya).

09.15 – 10.15	Panel III - Identification of quality and geographical zone in the coffee and cocoa sectors: key challenges and role of public stakeholders
10.15 – 10.45	Discussion
10.45 – 11.00	Coffee/Tea break
11.00 – 12.00	Panel IV - Producers organisations and participation of stakeholders in setting up a GI
12.00 – 12.30	Discussion
12.30 – 14.00	Lunch
14.00 – 15.00	Panel V - Quality control
15.00 – 15.30	Discussion
15.30 – 15.45	Coffee/Tea break
15.45 – 17.15	Panel VI - Strategies of commercialization and legal protection
17.15 – 17.45	Discussion
19.00 – 20.00	Viewing of the CTA documentary on GIs

Thursday 30 September

09.00 – 09.15	Summary of the previous day
09.15 – 09.30	Presentation and breakdown of the working groups

09.30 – 12.30	Working groups
12.30 – 14.00	Lunch
14.00 – 15.00	Presentation of the working groups and action plan
15.00 – 15.30	Discussion
15.30 – 15.45	Coffee/Tea break
15.45 – 16.00	Overview of Technical Assistance Programmes related to GIs - M. Massimo Vittori, OriGIn - M. Vincent Fautrel, CTA - M. Ousmane Guindo, FAO (tbc)
16.00 – 16.30	Closing ceremony - Representative NCCB - Representative CTA - Representative OriGIn - Representative AIPO - Representative, Ministry of Trade, Cameroon

Nota Bene:

Panels III to VI aim at sharing with Cameroon experiences from several African, South American and Caribbean countries involved in quality differentiation strategies in the coffee and cocoa sectors.

Annex 2: List of Participants

Title	First Name	Surname	Country	Organisation	Position
Mr.	Vincent	Fautrel	Belgium	CTA	Programme Coordinator Agricultural Trade
Mr.	Nicolas	Poyade	Cameroon	ADM / SIC USICAM	
Mr.	Norbert	Fotsing	Cameroon	CAPLAMI	CEO
Mr.	Apollinaire	Ngwe	Cameroon	CCIB (Cocoa and Coffee Interprofessional Board)	President
Mr.	Alexis	Koundi	Cameroon	CONAPROCAM	President
Mr.	Auguste	Ndongo Essomba	Cameroon	Cocoa exporter	Director General
Mr.	Victor	Dicka Dicka	Cameroon	FEUGIC-APAL	PCA
Mr.	Leonard	Oki Ombete	Cameroon	FUCAMB MBANGASSINA	Deputy
Mr.	Charles	Booto A Ngon	Cameroon	Ministry of Industry	Director General of ANOR
Ms.	Angéline	Katchuajene	Cameroon	Ministry of Agriculture	Point focal IG
Mr.	Sylvestre	Essono Messanga	Cameroon	Ministry of Commerce	Deputy Director
Mr.	Christopher	Mbah	Cameroon	NWCA	Director General
Ms.	Michele Dénise G.	Akamba Ava	Cameroon	National cocoa and coffee board of Cameroon (NCCB)	Director Quality Control
Mr.	Pierre	Etoa Abena	Cameroon	National cocoa and coffee board of Cameroon (NCCB)	Technical advisor
Mr.	Omer Gatien	Maledy	Cameroon	National cocoa and coffee board of Cameroon (NCCB)	Technical advisor coffee
Mr.	Michael	Ndoping	Cameroon	National cocoa and coffee board of Cameroon (NCCB)	Director General
Mr.	Didier	Chabrol	Cameroon	African Intellectual Property Organization (OAPI)	Researcher at CIRAD
Mr.	Cécé	Kpohomou	Cameroon	African Intellectual Property Organization (OAPI)	Programme Manager for GIs
Mr.	Josué Mbunjungam	Pamansie	Cameroon	SOCOOPAM	Director General
Mr.	Jean Pierre	Fogue	Cameroon	UCAL (Communal Union Logo Farmers)	Director General/Producer representative
Mr.	François	Mefija Foka	Cameroon	UCCAO Bafoussam	Director General
Mr.	Ephraïm	Tchakounte	Cameroon	UTI (Coffee exporter)	Director General
Mr.	Ousmane	Guindo	Cameroon	FAO	Representative
Mr.	Adamou	Ngoucheme	Cameroon	Agricultural Civil Society Organisation les Frères du NOUN	Chef de cultures adjoint
Mr.	Ernest	Ngankang	Cameroon	Brûleries modernes	Director of Roasting Plant
Mr.	Patrick	Desplaces	Cameroon	Brûleries modernes	Director
Ms.	Amoua	Assouan	Côte d'Ivoire	Global Sustainable Development Associates (GSDA)	Cocoa expert
Mr.	Sidibé	Daouda	Côte d'Ivoire	Ministry of Agriculture	Point focal IG
Mr.	Philippe	Bastide	France	Independent consultant (ex expert CIRAD)	Cocoa expert
Mr.	Kweku	Abaka Ewusi	Ghana	Ghana Cocoa Board	Executive director
Mr.	Sidiki	Camara	Guinea	Ziama coffee cooperative	Director
Ms.	Antoinette Haba	Sanoussi	Guinea	Ministry of Agriculture	Point focal IG
Mr.	Simon	Ndaba Mwangi	Kenya	Coffee Board of Kenya	Coffee industry regulator
Mr.	Massimo	Vittori	Switzerland	OriGIn	Secretary General

Annex 3: Opening speeches

Atelier d'experts internationaux sur les enjeux de la démarche IG dans le secteur café-cacao au Cameroun

Cérémonie d'ouverture

Allocution de M. Vincent Fautrel,

Coordonateur Programme Commerce Agricole

CTA ACP-UE

Monsieur le Ministre, Madame la DGA de l'OAPI, Monsieur le DG de l'ONCC, Madame la Représentante du MINADER, Monsieur le Secrétaire Général d'OrigIn, Mesdames et messieurs, chers collègues,

Permettez moi tout d'abord, au nom de Mr Michael Hailu, Directeur du Centre Technique de Coopération Agricole et Rurale ACP-UE, de vous souhaiter à toutes et à tous la bienvenue dans cette superbe ville de Yaoundé et vous remercier d'avoir bien voulu répondre à notre invitation.

Je souhaiterais également remercier nos partenaires l'ONCC, OriGIn et l'OAPI d'avoir accepté de nous appuyer dans cette initiative, qui je l'espère, aura des retombées concrètes au Cameroun et peut-être dans d'autres pays africains représentés ici.

Je voudrais avec votre permission resituer le cadre général de cette réunion et vous présenter quelques éléments d'analyse et de réflexion qui nous ont poussé à initier cet atelier.

Je souhaiterais partir tout d'abord d'un bref aperçu du contexte général des relations commerciales agricoles ACP UE. Une brève analyse du commerce agricole ACP-UE fait ressortir les points suivants.

Les pays ACP représentent une part de plus en plus faible des importations agricoles de l'UE en raison notamment de la concurrence de plus en plus forte des pays émergents agro-exportateurs comme le Brésil, la Thaïlande, l'Indonésie pour ne citer que les principaux.

Cette concurrence avec les pays émergents se renforce sous l'effet de l'érosion des préférences commerciales des pays ACP via la libéralisation multilatérale au niveau de l'OMC mais également via la multiplication des ALE signés par l'UE (Méditerranée, Amérique latine, Asie). L'exemple le plus parlant sans doute pour le Cameroun étant l'accord entre l'UE et certains pays d'Amérique Latine qui prévoit une baisse des droits à l'importation sur les bananes dollar.

Non seulement les marges préférentielles diminuent mais les réformes en cours de la PAC en Europe font baisser la valeur même de ces préférences, l'exemple le plus direct étant la réforme du secteur sucrier européen qui s'est traduit par une baisse de plus de 30% du niveau des prix garantis dont bénéficiaient pendant longtemps les pays ACP membres du protocole sucre, protocole qui a pris fin en octobre 2009 il y a tout juste un an.

Par ailleurs, on assiste sur le long terme à une diminution et une volatilité de plus en plus forte des prix des matières premières même si on a connu un boom important sur 2008 avec une correction en 2009 avec la crise financière.

Au delà de l'érosion des préférences qui constituent un élément majeur sur le pilier accès au marché, les pays ACP doivent également faire face à une montée en puissance des barrières non tarifaires et notamment les normes SPS tant au niveau du public que du privé, préoccupation aujourd'hui majeure de la plupart des pays ACP exportateurs.

Parallèlement à cette situation, le marché européen vit une mutation importante sous l'effet notamment de la réforme de la PAC qui met la priorité sur les aspects qualité et valorisation des produits et savoir-faire locaux au détriment d'une approche quantitative qui a marqué pendant longtemps la gestion des marchés européens.

On observe que cette mutation reflète également des changements importants des modes de consommation en Europe, les consommateurs étant de plus en plus soucieux de la qualité de leur alimentation et des implications de leur mode de consommation sur l'environnement mais également en matière éthique.

Pour les pays ACP, cette tendance lourde comporte des aspects contraignants importants (comme par ex le renforcement incessant des normes SPS) mais également des opportunités à saisir : produits bio, produits équitables, produits du terroir.

Les IG en tant qu'outil de différenciation et de valorisation des produits peuvent donc apparaître comme une option intéressante pas uniquement pour les pays du Nord mais également pour les pays du Sud qui doivent aujourd'hui revoir complètement leur stratégie d'exportation s'ils veulent pouvoir se maintenir sur les marchés et faire face à la concurrence. On sait que ces questions sont aujourd'hui de plus en plus débattues au niveau des négociations commerciales que ce soit à l'OMC avec l'UE qui pousse pour une extension du registre des IG au delà des vins et spiritueux mais également dans les négociations bilatérales.

La question des IG est une question difficile car elle renvoie à différents aspects : des aspects de stratégies de développement économique, des aspects juridiques liés à la question complexe des DPI, mais également des aspects institutionnels.

Pour le CTA, l'objet de ce séminaire est de pouvoir sensibiliser un certain nombre d'acteurs sur les enjeux liés à une démarche IG pour les filières café cacao au Cameroun et de mettre sur la table les différentes questions posées.

Si les expériences d'IG en Europe mais également dans d'autres pays au Sud montrent à l'évidence des bénéfices importants pour les communautés impliquées, les difficultés et les échecs sont aussi nombreux.

A quelles conditions la démarche IG pourra-t-elle accompagner le processus de relance des filières café cacao au Cameroun ? Quelles doivent en être les pré conditions ? Quels rôles doivent jouer les différents acteurs ? Autant de questions qui devront faire l'objet de débats qui s'annoncent vifs.

Je finis juste en rappelant que notre mandat est avant tout de pouvoir faire circuler l'information, faciliter le dialogue et le partage d'expérience tant entre les ACP et l'UE qu'entre les différentes régions ACP et je souhaite saluer à ce titre la présence de nos collègues de Guinée, de Côte d'Ivoire, du Kenya et du Ghana qui ont accepté de partager avec nous leur précieuse expériences.

Merci et bon atelier à vous

**Atelier d'experts internationaux sur les enjeux de la démarche IG
dans le secteur café-cacao au Cameroun**

Cérémonie d'ouverture

Allocution de M. Massimo Vittori,

Secrétaire général, oriGIn

Monsieur le Secrétaire général du Ministère du Commerce,
Madame la Directrice général adjointe de l'Organisation Africaine de la Propriété
Intellectuelle

(OAPI),

Monsieur le Directeur général de l'Office national café-cacao (ONCC),

Monsieur le représentant du Centre technique de coopération agricole et rurale (CTA),

Mesdames et Messieurs,

Chers collègues,

Bonjour !

C'est un honneur et un plaisir d'être là parmi vous aujourd'hui. OriGIn, l'organisation mondiale des producteurs d'Indications Géographiques (IG) – institution que je représente – est fière d'avoir contribué à organiser cet atelier, en partenariat avec l'ONCC, le CTA et l'OAPI, dont je tiens à remercier personnellement les représentants pour leur professionnalité et leur engagement. Travailler avec vous a été un plaisir et j'espère que cet atelier ne représente que la première étape d'une longue coopération !

Mesdames et Messieurs, aujourd'hui je souhaite attirer votre attention sur 2 aspects principaux concernant les IG. D'une part, la démarche de diversification de la production et de positionnement sur le marché fondée sur la qualité géographique est devenue désormais un phénomène mondial. L'atelier d'aujourd'hui montre clairement l'intérêt pour une telle démarche au Cameroun. D'ailleurs, le projet de mise en valeur des IG dans les pays de l'OAPI, financé par l'Agence française de développement (AFD), dont on discutera pendant l'atelier, témoigne des potentialités en Afrique centrale et occidentale. Et encore en Afrique, entre autres, le Maroc, l'Afrique du sud et le Kenya sont très actifs dans la mise en œuvre de stratégies de développement rural axées sur les IG. En dehors de l'Afrique, si au Cambodge 2 premières IG viennent d'être enregistrés, l'Inde protège actuellement 117 IG, dont la grande majorité en relation avec des produits artisanaux. A ce sujet, je vous signale que l'Union européenne (UE) n'a pas une législation communautaire sur les IG artisanales. Enfin, pour ce qui est de l'Amérique latine, le Brésil, le Pérou, le Chili et la Colombie, dont

l'IG « Café de Colombia » a été la première IG non-européenne protégée dans le cadre de l'Union, sont également très avancés dans la réflexion et la pratique des IG. Ainsi, la pratique des Etats montre que les IG sont un véritable concept mondial.

D'autre part, et je viens au deuxième point de mon discours, plusieurs aspects la démarche IG sont à mon avis très adaptés aux stratégies de développement rural, en particulier dans les pays en développement. Tout d'abord, les IG peuvent représenter une source d'emploi et de richesse importante. A titre d'exemple, 500.000 producteurs adhèrent à la « Federación Nacional des cafeteros de Colombia » (FNC) et le secteur génère 4 million d'emplois indirectes, voire 35% des emplois du secteur agricole. D'ailleurs, la démarche IG peut lancer un cycle vertueux dans des zones rurales, en produisant des effets positifs dans des secteurs parallèles, comme par exemple le tourisme, en favorisant la préservation de la biodiversité et la protection de l'environnement. D'autre part, il s'agit d'un droit de propriété intellectuelle collectif qui, à certaines conditions, permet aux producteurs de s'approprier de la valeur ajoutée. La différenciation axée sur la qualité géographique a également le potentiel de transformer des produits de base en produits de haute gamme ainsi que de favoriser l'accès aux marchés internationaux, étant donné des règles du commerce international de plus en plus exigeantes en matière de traçabilité. Enfin, les IG ne peuvent pas faire objet de délocalisation, sont très adaptées à protéger les savoirs traditionnels d'une communauté et nécessitent une dynamique de coopération parmi les producteurs de la filière.

A la lumière de ces considérations, je salue l'intérêt que la démarche IG suscite au Cameroun. L'objectif de ce séminaire est justement de lancer une réflexion stratégique et d'étudier comment les IG peuvent répondre aux attentes des producteurs de la filière café-cacao au Cameroun ; attentes en termes de création et répartition de la valeur ajoutée, traçabilité, structuration de la filière. Néanmoins, et je tiens à le souligner tout de suite, l'IG n'est pas et ne doit pas être perçue comme un simple instrument de marketing. Cette démarche a ses règles et ses coûts. Il s'agit d'effectuer un investissement pour assurer une plus haute qualité des produits ainsi que de construire une réputation. Et n'oubliez surtout pas que, si des années de travail sont nécessaires à bâtir une réputation, un seul jour est suffisant pour la détruire. Ainsi, la qualité doit être assurée dans le temps. Pendant ces trois jours, nous aurons la possibilité de mieux connaître l'expérience d'autres pays en développement, qui se sont lancés dans cette « aventure collective » dans les secteurs du café-cacao et nous allons en tirer des enseignements, dans un esprit de partage des connaissances. Très intéressant, à mon avis, est de souligner la composante « Sud-Sud »

de cet échange. Enfin, permettez-moi de vous dire que les IG sont un sujet passionnant, qui met en relation l'aspect local de la production avec les marchés internationaux, ainsi que la tradition du savoir-faire avec l'innovation. Je vous souhaite des excellents travaux et j'espère que, suite à l'atelier, vous aussi serez devenus des passionnés de cette matière et surtout, vous en aurez tiré des enseignements pratiques pour vos activités respectives !